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Minutes of the Council Meeting, Midwest Archives Conference, October 12, 2017, Columbus, Ohio

Midwest Archives Conference

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Minutes of the Council Meeting Midwest Archives Conference

October 12, 2017

Columbus, Ohio

The following minutes are presented in draft form for informational purposes only.

Present: Alexis Braun-Marks, Harrison Inefuku, David McCartney, Erik Moore, Lisa Sjoberg, Michelle Sweetser, Jennie Thomas, Joel Thoreson, Anke Voss

Guests Present: Matt Gorzalski, Becca Smith (by phone)

Call to Order: President David McCartney called the fall meeting of the Council of the Midwest Archives Conference to order at 8:30 a.m. on Thursday, October 12, 2017, at The Ohio State University in Columbus, Ohio.

Quorum: A quorum was present.

It was moved and seconded to approve the agenda as presented. Council unanimously passed the motion with all members voting.

Strategic Plan Discussion

Timeline: President David McCartney reviewed the Strategic Plan timeline with Council, from the status of tasks to date 2016–2017 and next steps for 2018. Council determined the timeline to be on track, and no further discussion was held.

Symposium Review Committee Report: Vice President Erik Moore presented the report. The committee has met three times since the end of summer 2017. Moore laid out the history of the Fall Meeting and how the Fall Symposium developed from it. The committee focused on three areas: symposium costs, the essential elements of a “symposium,” and potential models for redesign of the symposium.

Regarding symposium costs, mentioned was low attendance numbers and the fund-raising required to keep the programs solvent. Thoreson recommended that the next treasurer determine clearer recordkeeping for tracking how much symposium funding comes from cash donations, registration fees, or the general account.

The essential elements of a “symposium” were clarified more by what it doesn’t need: a symposium does not need to be held at a hotel, or have a reception, or have separate Program and Local Arrangements Committees; it does not need to be a day and a half of programming; it could be one or two days instead.

Potential models include a set of parameters to inform tiered options, funding, resources, hosting, expectations (e.g., 75 percent fill rate to establish income as with Annual Meeting workshops), or an option where members of MAC leadership play more of a mentor/moderator role in symposium offerings.

The committee will have a final report by the 2018 Annual Meeting, and results can be considered beginning with planning for the 2019 Fall Symposium.

The Strategic Plan discussion was deferred for a few minutes while Membership Coordinator Matt Gorzalski presented the Membership Committee Report in advance of its original placement in the schedule.

Membership Committee Report

Gorzalski informed Council of four additional new members for the September–October 2017 period and announced a new Indiana state representative and MAC Pals coordinator. The committee is currently awaiting the start of the membership renewal campaign for volunteer feedback to AMC on an improved platform and subsequent migration of MemberClicks to the new platform. Council agreed to allow Gorzalski to streamline the November 1 renewal campaign letter.

Strategic Plan Discussion

Membership Retention and Recruitment: Gorzalski and McCartney began a discussion with Council on possible retention and recruitment strategies, including:

- Reaching out to the MARAC Membership Committee chair for their membership trends, retention and recruitment strategies
- Tabling at the SAA Annual Meeting (requires replacing the MAC banner)
- Discounted registration rates
- Quarterly e-mails, similar to *In The Loop*
- An improved website calendar—with more heavily promoted use—so that state representatives would have something to talk about in e-mails to new recruits
- Recruiting nonmembers who attend symposia, Annual Meetings, workshops, and Speakers Bureau programs

- State representatives meeting with i-school groups
- Images of MAC members on website, social media (Instagram account?)
- Reboot the “We Are MAC” campaign
 - Obtain membership lists from SAA/AASLH by state

MAC Member Survey: Council member Alexis Braun-Marks and McCartney presented the raw data from the MAC Census Survey. Council agreed that a small working group be created to write an executive summary, tabulate the data and provide context, and summarize narrative responses to the survey. Gorzalski will discuss with the Membership Committee potential individuals to assist in compiling and assessing the data, with the goal of identifying working group members by Thanksgiving 2017. Council also agreed that MAC Council should provide any questions they would like to see answered by the report by the end of December 2017 so that the working group can distribute a draft to Council in mid-February, with a final report presented at the 2018 Annual Meeting and shared with other regionals, RAAC, and SAA.

Other means of compiling member data in the future, outside of surveying, were discussed, including more complete data capture at the point of registration.

President's Report

McCartney reported on his activities since the last Council meeting, including calls with AMC to discuss membership recruitment and retention strategies, a website platform upgrade, the upcoming membership renewal campaign, and a statement in response to the Trump administration's proposed budget in May.

Also discussed by Council was the NAACP travel advisory for African American visitors to Missouri, and how MAC can and should respond for the safety of our membership while not denying Missouri members access to our services. Moore proposed to expand the MAC Statement of Values to cover current issues of systemic discrimination, and Council determined that this would be developed at the spring 2018 Council meeting. McCartney will pull together a draft of a MAC Code of Conduct to be finalized in time for implementation at the 2018 Annual Meeting. Both documents, once completed, will be added to the MAC website.

Vice President's Report

2017 Fall Symposium, Columbus. While final reports for the symposium are not yet available, Vice President

Erik Moore noted that Columbus may be a good model to follow in the future: the room block was easily expanded, audiovisual costs were built into the facility, room rental was provided in-kind, so that the only MAC costs were food, honoraria, and parking passes for attendees, providing MAC with expected profit despite smaller attendance numbers.

2017 Annual Meeting, Omaha: Moore reported that the LAC had difficulty fund-raising, receiving over 50 rejection letters. The LAC report contained a number of issues encountered during the 2017 Annual Meeting that were discussed in an in-depth call with AMC postconference (e.g., attendee dietary restrictions, high AV costs, missing MAC banner, AMC report timing and communication, vendor recognition), where a number of potential solutions were discussed for future implementation. The LAC also reported on issues related to application of the MAC Values Statement in contract negotiations and how that should have affected the hotel's refusal to accommodate a gender-neutral bathroom.

The Program Committee reported on what they felt were valid negative comments made by membership on the plenary and concurrent sessions that featured topics related to underrepresented and marginalized communities without representation from those communities in the speaker lineup. The committee recommends that future PCs actively recruit speakers representing underrepresented and marginalized communities to submit session proposals and to help them develop their proposals, looking beyond MAC membership and into local archives, museums, and community organizations who may not ordinarily be aware of and participate in MAC events. Moore also noted that the Program Committee felt that updates to leadership manuals need to happen more quickly from year to year to keep everyone up to date.

2018 Annual Meeting, Chicago: LAC reported that they have secured \$1,750 of the \$7,500 required in fund-raising, with additional contributions pledged but not yet received; Moore will follow up on the current status. Andrea Bainbridge will continue as cochair up until February 1, when Hathaway Hester will replace her. Council determined no vote was needed for this change.

The Program Committee reported that of 44 proposals, 18 were accepted. Difficulties with the online submission form that shut down prior to the announced cut-off date

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due to an error at AMC (twice) were mentioned. With the 2018 Annual Meeting happening earlier this year, Moore expressed some concern about deadlines for the printed program and registration. It was also discussed whether MAC should adopt SAA's policy that an individual can only be a part of one proposed session and how the PC should facilitate the creation of proposals and mentor more diverse and new voices.

2018 Fall Symposium, Iowa City: Moore noted that planning for this symposium is running behind, as there is a program but no local group yet to support it. Council had questions regarding the scope and content of the proposed program, and Moore will work with Amy Chen and Anna Trammell to further flesh out the proposal. The location is the University of Iowa, and McCartney will make recommendations for the LAC. Council voted unanimously in favor of the topic, "Teaching with Archives and Rare Books" as the focus for the 2018 Fall Symposium, with McCartney abstaining.

2019 Annual Meeting, Detroit: Council voted to unanimously approve Detroit as the location for the spring 2019 Annual Meeting. Council also unanimously voted to approve Rebecca Bizonet and Brian Wilson as LAC cochairs for the spring 2019 Annual Meeting.

Strategize on Upcoming Meetings: Council discussion on strategies for upcoming meetings was deferred to a later date.

Secretary's Report

Secretary Jennie Thomas informed Council of the status of MAC's Google Drive and associated leadership documents, MAC's not-for-profit status with the Illinois Secretary of State, and in-between Council actions.

Treasurer's Report

Thoreson presented his report. MAC is projected to end 2017 with a \$15,000 to \$18,000 deficit, dependent upon membership renewals. To provide a cushion in MAC's checking accounts, Thoreson transferred \$28,250 from invested funds. This is the first withdrawal Thoreson has made since taking over as treasurer in 2014. Details are included in the Treasurer's Report.

Thoreson recommended a \$5 to \$10 dues increase that would, at \$5 with 700 members, increase income by \$3,500, a roughly 11 percent increase, which would cover

the annual 3 percent increase for AMC. A \$10 increase would bring the annual budget closer to breaking even. Council discussed the potential dues increase and voted unanimously to recommend to members at the 2018 Annual Meeting a \$10 annual dues increase across all categories, while simultaneously creating a new student category at \$45/year. The new dues, if approved by MAC membership, will be

- \$55 Individual
- \$45 Student
- \$100 U.S. Institution
- \$110 Canadian or Mexican Institution
- \$120 Other International Institution

McCartney will follow up with PIO Mary Wallace to ensure information about a dues increase vote goes out to membership via e-mail blast 45 days prior to the 2018 Annual Meeting.

Similarly, Thoreson recommended a \$5 to \$10 increase in subscription rate for institutions, effective immediately. Council voted unanimously in favor of the \$10 subscription rate increase.

Thoreson requested a board resolution to change the Council officers listed on MAC's invested funds from Daardi Sizemore and Ellen Swain to Thoreson and McCartney, with paperwork to be certified by the secretary. The resolution was moved forward by Michelle Sweetser: "Be it resolved that Joel Thoreson and David McCartney are hereby authorized to sell, assign, and endorse or transfer certificates representing stocks, bonds, or other securities now registered or hereby registered in need of this Midwest Archives Conference," and the resolution was unanimously approved by Council, with McCartney and Thoreson abstaining.

Finally, Council voted to unanimously approve the treasurer-proposed 2018 calendar year budget.

Publications Coordinator Report

No update was provided for this meeting.

Archival Issues Editorial Board Report

Editor Alexandra Orchard's report included an update on current printing schedules and submissions, the investigation into JSTOR revenue sharing, and the status of the Margaret Cross Norton and New Author awards, to

be given in 2018. Council member Harrison Inefuku will follow up with Orchard about the JSTOR embargo period.

MAC Newsletter Report

Editor Eric Willey's report included activities of the committee since the last meeting, including personnel changes, advertising, compiled feedback from assistant editors, and indexing of the "Archival Resources on the Web" column. It was noted that the relatively early date for the 2018 Annual Meeting has resulted in some columns being included in earlier issues of the newsletter than they otherwise might.

Council discussed the board's proposal to provide open access to the digital version of the *MAC Newsletter*, including membership numbers for print versus digital receipt of the newsletter, where the newsletter would be hosted, how this could affect plans toward more fluidity between the newsletter and the website, and how such a change may affect advertising income. Council voted unanimously to make the *MAC Newsletter* available via open access.

Nominating Committee Report

Council voted unanimously, with Michelle Sweetser abstaining, to approve the candidate slate provided by the 2018 Nominating Committee for the upcoming election.

Public Information Officer Report

PIO Mary Wallace's report included her and PIO-in-training Kyna Herzinger's activities since the last meeting, as well as an update on RAAC participation and a recommendation to future programming committees to encourage presenters to post their presentations on the website, as participation is low—though it was noted those presentations posted received a high number of views.

Ex Officio and Standing Committee Reports

No updates were provided for this meeting from the Bowen and Motley Committees. Council accepted without discussion a report from the development coordinator.

Education Committee: The Education Committee report, provided by Cochairs Amy Bishop and Marcella Huggard, outlined activities since the last meeting, including outcomes for 2017 workshops and open forums, and planning for upcoming education offerings. Two action items were submitted:

- Council unanimously approved the requested changes to the Education Committee guidelines.
- Council unanimously approved raising the fee for Annual Meeting workshops from \$50 to \$65. Moore noted that MAC needs to be able to sell space in the workshops separately from conference registration, and the AMC form needs to allow for this in the future.
- Council unanimously approved the Speakers Bureau annual budget as proposed by the Education Committee.

Emeritus Scholarship for First-Time MAC Meeting

Attendees: Committee chair Emily Gainer's report included activities since the last meeting. Council discussed different funding possibilities for the scholarship. Council member and liaison to the committee, Michelle Sweetser, will take the discussion back to Gainer for the committee's input.

Membership Committee: See above.

Vendor Coordinator: Vendor Coordinator Katie Blank's report included information on Annual Meeting vendor tables and advertising, the process of vendor payments through MemberClicks, and an update on *MAC Newsletter* advertising. Blank's report included three action items:

Council deferred voting on Action Item 1, a request for Council to raise the price of current nonprofit vendor tables, until additional research can be completed. Council member Lisa Sjoberg will follow up with Blank.

Council voted unanimously to approve Action Item 2, Blank's request for permission to have an apprentice vendor coordinator during 2018–2019 for training purposes.

The suggestion for Action Item 3, that Blank research and compare prices of advertising and vendor tables from similar organizations to see if MAC may want to change pricing was accepted by general consent. Sjoberg will follow up with Blank.

Webmaster: The report from Webmaster Nat Wilson included his activities since the last meeting, as well as observations and recommendations for the future of the website. Council discussed and determined that Wilson can go ahead with the initial upgrade of the MAC website to the new platform. Going forward, Council would like to see the PIO push up-to-date, edited content to the

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webmaster for inclusion on the site, while the webmaster remains primarily concerned with managing the structure of the site. McCartney will follow up with both Wilson and Wallace.

Old Business

No old business was discussed.

New Business

Council members decided that, to give the group more time to review reports in advance of future meetings, they be due the Monday of the week before the meeting, or 10 days prior.

There being no further business to come before the meeting, it was moved and seconded to adjourn. Council unanimously approved the motion with all members voting. The meeting adjourned at 5:00 p.m.

Respectfully submitted,
Jennie Thomas
Secretary

Between-Meeting Actions

On September 1, 2017, Council unanimously approved the draft budget for the 2018 Annual Meeting that includes a budget line to raise an additional \$500 to add to the base \$500 plenary speaker honorarium covered by MAC and a minimum \$100 registration fee for members. All members voted.



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